

TAKE A CLOSER LOOK AT BECOMING A GBW PARTNER



BENEFITS OF BEING A PARTNER



Advance your mission and grow your organization's brand awareness






Play a critical role in educating stakeholders – patients, medical professionals and lawmakers – to make informed decisions



Help provide patient access to treatment options that lead to healthier lives

WHAT DOES IT MEAN TO BE PARTNER?

Supporting Partners

-  Partners express their commitment to advancing the GBW campaign and global awareness and support for biosimilars.
-  Partners can be a named partner in a specific part of the campaign and can work through the IGBA member in their country to determine available opportunities that meet mutual objectives.
-  Partners are invited to share feedback during and after the campaign to make the campaign stronger and more impactful.

Media Partners

Media partners can leverage current digital and print channels by offering advertising placements on their website, printed publications and email newsletters.

Benefits



Partner logo will be featured on the campaign microsite with link to their organization (website will be accessed and used by key stakeholders around the world)



Partners will be mentioned in press releases and social media announcements about the campaign



Partners receive updates about the campaign and have a voice in campaign planning and activities still in development

WHAT IS GLOBAL BIOSIMILARS WEEK?



INTERNATIONAL GENERIC AND
BIOSIMILAR MEDICINES ASSOCIATION

It's a special awareness campaign coordinated by the International Generic and Biosimilar Medicines Association (IGBA). GBW traditionally receives very high international engagement from IGBA members, stakeholder groups, press and policy makers. This year's campaign will be held November 14-18, 2022.

For more information contact Suzette Kox at skox@igbamedicines.org.

